

## CLAIMS:

The invention claimed is:

1. A graphical dedicated receiving unit.
2. A unit as in claim 1 in which the unit is a transceiver.
3. A unit as in claim 1 in which the graphical display is has not less than 20 pixels in each of two dimensions.
4. A patron paging system including at least one graphical dedicated receiving unit.
5. A system as in claim 4 in which at least one graphical dedicated receiving unit has an electronic serial number for unique identification which allows signals from the base to be used selectively by less than all of the portable units.
6. A system as in claim 4 in which at least one graphical dedicated receiving unit is powered by at least one electrochemical cell.
7. A system as in claim 4 in which at least one graphical dedicated receiving unit has means for the user to cause the portable unit to send a radio frequency signal and the base is capable of receiving that signal.
8. A system as in claim 7 in which said means is a pressure sensing switch.
9. A system as in claim 4 in which at least one graphical dedicated receiving unit has sufficient memory to hold more graphical information than is displayed at a given time.
10. A system as in claim 4 in which at least one graphical dedicated receiving unit is capable of

synthesizing the frequency at which it receives signals.

11. A system as in claim 4 in which each graphical dedicated receiving unit displays at least one preset message when that unit is out of the range of the signal of the base.
12. A use of a system as in claim 4 in which at least one marketing message is displayed on the graphical display of at least one graphical dedicated receiving unit.
13. A use as in claim 12 in which at least one marketing message displayed on the graphical display of at least one graphical dedicated receiving unit promotes the establishment employing the system.
14. A use as in claim 12 in which at least one marketing message displayed on the graphical display of at least one graphical dedicated receiving unit promotes the establishment other than that employing the system.
15. A use as in claim 12 in which the establishment using the system is a restaurant.
16. A use as in claim 12 in which the conveyor of the system is compensated, at least in part, by rights involving advertising using the system.